INSTAGRAM LIVE

What is instagram **live**?

Instagram Live is a feature on instagram stories that allows users to **stream a live video** to their followers and engage with them in real time

What are the **benefits** of Instagram Live?

Engage with your followers in real time as they send **likes** and **comments** in the moment.
This drives engagement, leads and sales

Cost-effective way to produce content

Track engagement and **viewer metrics** using instagram analytics

Save and **share** streamed videos

?

?

?

How do you to use **LIVE** for your business?

Question and Answer

Launch products / flash sales and announcements

In the moment **behind the scenes** interaction

Interviews / Collaborations

Live workshops

These new features add a new dimension to Instagram, allowing users to get even more creative! And for businesses in particular, the ability to schedule live videos offers a huge opportunity to connect with customers in real-time, which is potentially even more powerful than well-produced recorded content.

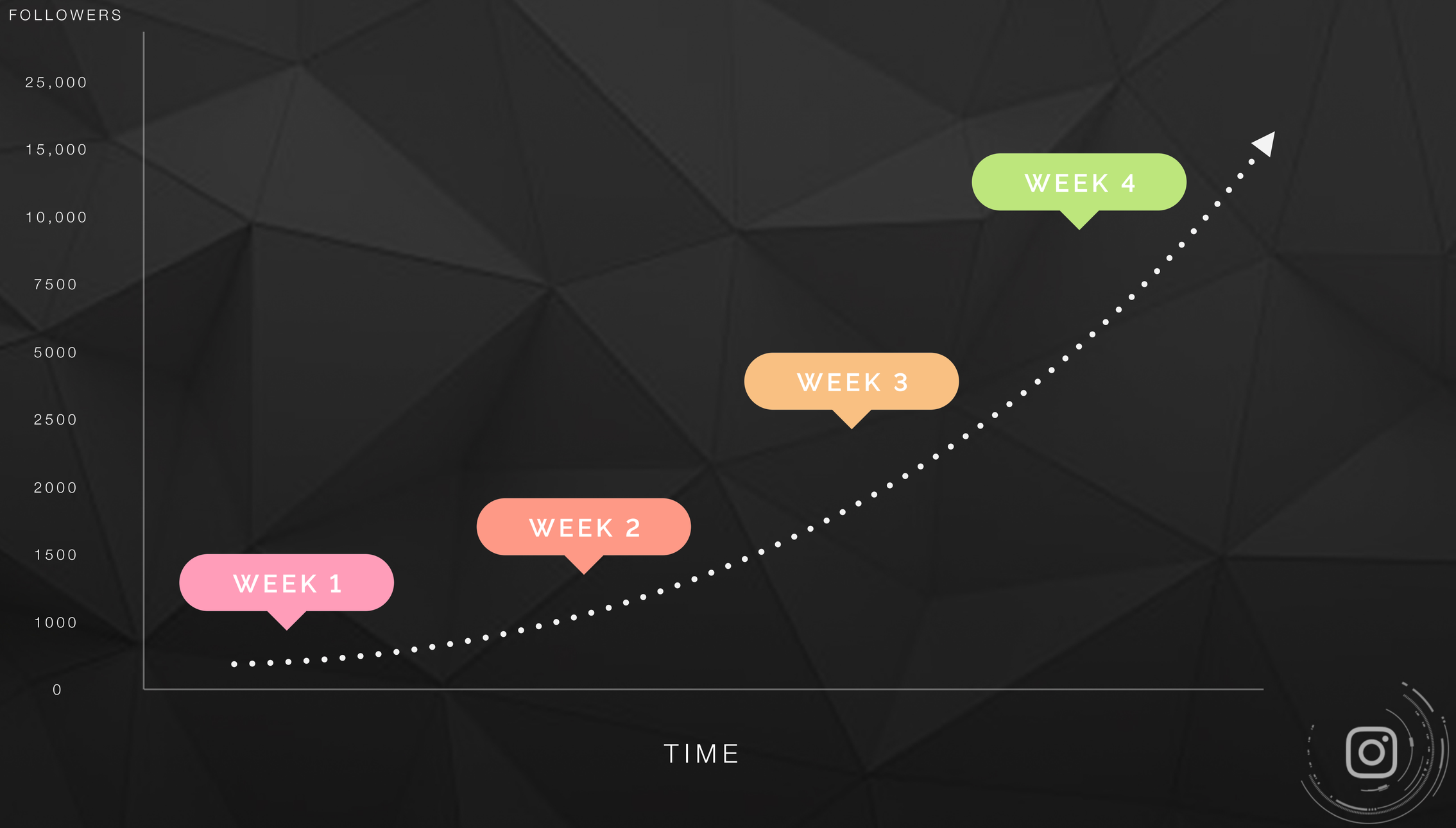
www.later.com

To get the **most** out of your live stream:

Promote your stream going online

Use giveaways to keep follows staying on

Ask for comments


FOLLOWERS
25,000
15,000
10,000
7500
5000
2500
2000
1500
1000
0
WEEK 1
WEEK 2
WEEK 3
WEEK 4
TIME